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ABSTRACT

The fourth in a series of nine proposed reports on the evaluation of Wisconsin's County and District Fairs, this report has three objectives: (1) to study the relationship among various factors associated with fair and grandstand attendance, the number of exhibitors, and the amount of state aid fairs receive, as well as the amount they pay out in premiums; (2) to identify some of the changes that had taken place in fairs in the past decade or so, and to determine if some of these changes had kept pace with each other; and (3) to study the coverage fairs receive in the state's newspapers and to gather information on advertising expenditures. The results of the study suggest that if the decreasing trends of exhibitors and exhibits is not halted and reversed, then fairs as they are now known will soon be a thing of the past; this decline suggests a general weakening of the educational function and impact of fairs. Solutions offered are: (1) make fairs more youth oriented and involve youth in planning of fairs; (2) construct more multipurpose facilities for year-round use; and (3) consolidate or eliminate State support of some of the smaller, weaker or less successful fairs. (DB)

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CENTER OF APPLIED SOCIOLOGY
DEPARTMENT OF RURAL SOCIOLOGY
COLLEGE OF AGRICULTURAL AND LIFE SCIENCES

WISCONSIN COUNTY AND DISTRICT FAIR STUDY

Preliminary Report Number 4

PARTICIPATION TRENDS AND PUBLICITY

BY HANS C. GROOT, JOHN R. CHRISTIANSEN, AND DONALD E. JOHNSON

1971

COOPERATIVE EXTENSION PROGRAMS
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ABSTRACT

This is the fourth in a series of nine proposed reports on the evaluation of Wisconsin's County and District Fairs. The first of these reports dealt with the background of this study and compared Wisconsin's fairs to those held in selected other states. The second report summarized the attitudes and activities of junior and open-class exhibitors, and the third did the same for youth leaders, educators and fair judges.

This particular report had three objectives. The first of these was to study the relationship among various factors associated with fair and grandstand attendance, the number of exhibitors a fair has, and the amount of state aid fairs receive as well as the amount they pay out in premiums. The second objective was to identify some of the changes that had taken place in fairs in the past decade or so and to determine if some of these changes had kept pace with each other. The third objective was to study the coverage fairs receive in the state's newspapers and to gather information on advertising expenditures.

The first two objectives were studied utilizing data drawn from secondary sources -- i.e. the annual reports on Wisconsin's County and District Fairs published by the Department of Local Affairs & Development. The last part of the report is based on a content analysis of newspaper coverage of fairs and questionnaires mailed to fair secretaries. A summary of the main findings follows.

The Current Status of Fairs

Fairs with the largest attendance generally are those which (1) have the largest attendance at grandstand shows, (2) are in relatively populated counties, (3) have relatively more open-class exhibitors, and (4) receive relatively large amounts of state aid although these amounts generally are not proportionate to a county's population. A dominant characteristic of fairs with a relatively large grandstand show is that they are held in counties with relatively large populations. Those fairs which have relatively large numbers of exhibitors -- both open and junior class -- generally receive more state aid and pay out the most money for premiums.

Changes in Fairs

Fair expenditures have increased considerably but have been accompanied by corresponding increases in total receipts. In 1970, the combined figures for all fairs showed a net profit.

Paid and total fair attendance (including those admitted free) for all fairs generally has been on the increase. Paid grandstand attendance for all fairs combined, however, is generally decreasing while total grandstand attendance is increasing due to more free shows.

The number of exhibitors -- both open and junior class -- and exhibits have been decreasing although this downward trend may have been reversed in 1969. These decreases in exhibitors and exhibits, however, have been accompanied by increases in state and county aid for fairs resulting in larger premiums paid out in the different exhibit classes.

Fairs which either increased or decreased in their total number of exhibitors generally showed corresponding changes in both the number of open and junior-class exhibitors. Changes in fair attendance, however, were not necessarily accompanied by corresponding changes in numbers of exhibitors.

Overall for the 1960-1970 period, there were generally increases in total fair and grandstand attendance, advertising budgets, receipts and expenditures, premiums paid, and state and county aid for fairs, but decreases in numbers of exhibitors and exhibits.

Fair Publicity and Advertising

The most frequent type of article written about fairs described "what to see and do at the fair," although junior-fair activities were also covered extensively -- in terms of stories but especially pictorially. Many of the stories and pictures emphasized the recreational aspects of fairs. The relatively high ranks of stories about commercial exhibits, editorials and letters to the editor indicate considerable local support of fairs.

The total coverage of fairs was generally felt to be satisfactory, although the type of coverage -- the attention given to the different aspects of fairs -- could probably be improved.

The amount a fair spends on advertising generally was a good predictor of both fair and grandstand attendance, but less so for numbers of exhibitors and exhibits. Fair publicity, while worthwhile in terms of attracting audiences to the fair, appeared to have no effect on grandstand attendance and only a slight effect on the number of exhibitors.

Total newspaper coverage of the County and District Fairs also compared favorably with such events as the State Fair, Farm Progress Days and the World Dairy Expo.

Implications

If the generally decreasing trends in numbers of exhibitors and exhibits is not halted and reversed, then fairs as we know them today will soon be a thing of the past. This decline suggests a general weakening of the educational function and impact of fairs. On the other hand, there appears to be an increasing trend on the part of many fair managements to emphasize the recreational aspects of fairs -- expenditures for special acts and features, for example, increased 54 percent in the 1960-1970 period.

Suggested solutions to the educational de-emphasis occurring at many fairs will be given in later reports. One such solution, already put forth in earlier reports in this series, may be to make fairs more youth oriented and to involve youths more in the planning of fairs. At the same time, premium schedules should be made flexible enough to readily reflect the changing interests of society.

While all fairs combined showed a net balance in 1970, the average "profit" per fair of $2,000 does not appear sufficient to finance the needed improvements in fair facilities. A partial solution for this may be the construction of more multi-purpose facilities for year-around use.

Another solution might be the consolidation or elimination of state support to some of the smaller, weaker or less successful fairs -- those which do not provide adequate

facilities, judging, and protection for participants. A detailed analysis of individual fairs; including their attendance trends, receipts and expenditures, and numbers of exhibitors and exhibits should make it possible to pinpoint those fairs that are in "trouble."

Because so many people are (1) involved in some way in the conduct of fairs, (2) giving strong local support to many fairs and (3) deriving educational and social benefits from the fairs, it is apparent that continued state support of fairs is still a worthwhile investment.

PREFACE

The Center of Applied Sociology has accepted the responsibility for evaluating county and district fairs in Wisconsin. This is the fourth of nine proposed reports being developed by the Center dealing with this evaluation. The evaluation project is being made easier by the excellent cooperation of many individuals and groups who are deeply concerned about the future of fairs in the state. Among these are the following whom we gratefully recognize and thank:

> University Extension and the College of Agricultural and Life Sciences, University of Wisconsin, co-sponsors of the study; the Department of Agriculture and the Department of Local Affairs and Development, State of Wisconsin, who have legal authority for the supervision and coordination of fairs; the Wisconsin Association of Fairs and its president, W.A. Uthmeier; the Wisconsin Exposition Center, Vernon G. Wendland, Administrator, and Leslie C. Hayden, Supervisor of County and District Fairs. Most importantly, the hundreds of Wisconsin citizens who have responded in such splendid fashion to requests for vitally needed information.

The leader of this project is Dr. John R. Christiansen, Visiting Professor of Sociology from Brigham Young University, assisted by Dr. Hans C. Groot, Department of Agricultural Journalism, and Mrs. Lorna Miller, specialist with the Center of Applied Sociology.

Donald E. Johnson, Director
Center of Applied Sociology
July, 1971

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INTRODUCTION

Objectives of the Study

The study reported herein has three major objectives. The first is an evaluation of the current status of fairs -- their attendance, number of exhibitors, county populations, amount of state aid and premiums paid, and the relationship between these factors. The second objective is to identify some of the changes that have taken place in the last ten years, 1960-1970. The third is to describe and evaluate fair publicity and advertising, and to describe the relationship between the amount and types of fair coverage and such factors as attendance and numbers of exhibitors.

Methodology

Data on the current status of fairs and the changes that have occurred over the past ten years have been drawn primarily from the annual reports on Wisconsin County and District Fairs, published by the Department of Local Affairs and Development, State of Wisconsin; and population data are from the preliminary report of the 1970 Census.

The analysis of newspaper coverage of fairs is based on stories clipped from all state newspapers by the Wisconsin Press Association, during the period of July 1970 through November 1970. Limitations of time and resources prevented a full year's sampling and may have reduced slightly the reported extent of newspaper coverage of fairs occurring in July. The fair secretaries provided additional data on methods of advertising and publicity, and on expenditures for these activities.

CURRENT STATUS OF FAIRS

Any number of important questions can and need to be asked about fairs. What, for example, is the relationship between fair attendance and a county's population -- do counties with relatively large populations tend to have a proportionately large attendance at fairs? Do counties with relatively large populations have proportionately more exhibitors? Do more populated counties receive their proportionate share of the state aid for county and district fairs? Or, on the other hand, are fairs most successful in the less populated counties?

To answer such questions, intercorrelations were computed among nine major variables: the attendance figures of the 76 fairs held in 1970, grandstand attendance, the number of junior exhibitors, open-class exhibitors, the total number of exhibitors, the counties' 1970 population and its urban population percentage, each county's share of the state aid, and the total amount each fair paid out in premiums.*

Variables Associated with Fair Attendance

As Table 1 shows, the highest correlation with fair attendance is grandstand attendance (r=.73). This suggests that many of the people who attend fairs also go to see the grandstand shows. It also suggests that the attraction of grandstand shows contributes to overall fair attendance. On

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*All correlations reported in this first section are based on cross-sectional data -- i.e. the information on the nine variables analyzed is from the 1970 County and District Fairs. Thus, the correlations shown may not indicate long-term trends.

Table 1.--Correlation Matrix of Attendance, Number of Exhibitors, County Population, Amount of State Aid Received, and Premiums Paid, County and District Fairs, Wisconsin 1970.

	1	2	3	4	5	6	7	8	9
1. Fair attendance	1.00								
2. Grandstand attendance	.73	1.00							
3. Junior exhibitors	.29	.08	1.00						
4. Open-class exhibitors	.62	.32	.28	1.00					
5. Total exhibitors	.35	.13	.99	.42	1.00				
6. County population	.56	.48	.20	.22	.18	1.00			
7. Percent urban	.59	.30	.41	.39	.42	.55	1.00		
8. State $ aid	.61	.37	.63	.51	.68	.11	.44	1.00	
9. Total $ premiums	.61	.29	.61	.58	.67	.11	.44	.97	1.00

the other hand, fair attendance explains only 53 percent (r^2) of the variation in grandstand attendance -- and vice versa. This means there are other important factors that affect both fair and grandstand attendance.

The next highest correlation with fair attendance is the number of open-class exhibitors (r=.62). This finding suggests an association exists between the number of open-class exhibitors and fair attendance -- that fairs with a relatively large number of open-class exhibitors tend to be those with the largest attendance -- more specifically 38 percent of the variation in attendance is explained by the number of open-class exhibitors that a fair has. The total number of exhibitors that a fair has explains less variation in fair attendance (12 percent) and the number of junior exhibitors explains even less (8 percent).

The size of the population of the county where the fair is held explains 31 percent (r=.56) of the variation in fair attendance. This means that counties with larger populations have a tendency to hold fairs that attract proportionately more people. This finding suggests that county and district fairs today have an appeal not only to agriculturally-oriented residents, but to city dwellers as well. This notion receives some support from the correlation between fair attendance and the percentage of a county's population that is urban (r=.59). Thus, the extent of a county's urban nature explains 35 percent of the variation in fair attendance.

Variables Associated with Grandstand Attendance

Grandstand attendance, in addition to being associated with fair attendance, is also associated with the size of a

county's population (r=.48). County population, therefore, explains 23 percent of the variation in grandstand attendance. A slight tendency (r=.30) was likewise noted for counties with relatively high proportions of urban dwellers to have a proportionately high attendance at grandstand shows. The appeal of county and district fairs for the urban dweller may be due to entertainment aspects of fairs, in part at least.

The number of exhibitors a fair has does not seem to be strongly related to the fair's grandstand attendance -- the percent of the variation in grandstand attendance explained by the number of junior, open and total exhibitors are 1, 10 and 1 percent, respectively. A comparison of the correlations between exhibitors and fair attendance, and exhibitors and grandstand attendance -- with lower correlations for the latter -- suggests that exhibitors are less likely to attend the grandstand than are the general fairgoers.

Variables Associated With Number of Exhibitors

The number of junior exhibitors a fair has correlates very highly (r=.99) with the total number of exhibitors. Thus, 98 percent of the variation in the total number of exhibitors is accounted for by the junior exhibitors. This finding is not very surprising as junior exhibitors comprise almost 90 percent of the total exhibitor's group (see Table 2). On the other hand, a weak relationship exists between the numbers of junior and open-class exhibitors (r=.28). In other words, fairs that have large numbers of junior exhibitors tend to, but do not necessarily have many open-class exhibitors. These findings indicate that the number of exhibits shown at a fair depends rather heavily upon youth involvement.

Table 2.--Ten-Year Summary of Changes in Number of Exhibitors and Exhibits, and Amount Piad as Premiums and State Aid, Wisconsin County and District Fairs, 1960-1970.*

	1960	1970	Absolute change	Percent change
TOTAL NO. EXHIBITORS				
Junior-Class	75,802	63,068	-12,734	-17
Open-Class	9,704	9,152	- 552	- 6
Total	85,506	72,220	-13,286	-16
Junior percent of total	89%	87%		- 2
Open percent of total	11%	13%		+ 2
TOTAL NO. EXHIBITS				
Junior-Class	322,938	279,818	-43,120	-13
Open-Class	110,424	102,701	- 7,723	- 7
Total	433,362	382,519	-50,843	-12
Junior percent of total	75%	73%		- 2
Open percent of total	25%	27%		+ 2
AVERAGE NO. EXHIBITS				
Junior-Class	4.26	4.44	+ .18	+ 4
Open-Class	11.38	11.22	- .16	- 1
TOTAL PREMIUMS PAID				
Junior-Class	$282,369	$347,392	+65,023	+23
Open-Class	175,014	150,516	-24,498	-14
Total	457,383	497,908	+40,525	+ 9
Junior percent of total	62%	70%		+ 8
Open percent of total	38%	30%		- 8
AVERAGE PREMIUM PAID				
Per junior exhibitor	$ 3.73	$ 5.51	+ 1.78	+48
Per open exhibitor	18.04	16.45	- 1.59	- 9
Per junior exhibit	.87	1.24	+ .37	+43
Per open exhibit	1.58	1.47	- .11	- 7
STATE AID PAID				
Average per exhibitor	3.50	4.50	+ 1.00	+29
Average per exhibit	.69	.85	+ .16	+23
Total	298,894	324,904	+26,010	+ 9

*Source: "Annual Reports on Wisconsin County and District Fairs." Milwaukee: Department of Local Affairs & Development, Wisconsin Exposition Center, County and District Fairs Section.

There is also a fairly strong relationship between the number of junior exhibitors and the amount of state aid a fair receives (r=.63) and the total amount paid out in premiums (r=.61) -- explaining 40 and 37 percent of the variance, respectively. Again, this is not too surprising in view of the fact that juniors make up the bulk of the exhibitors' group and also receive the largest share of both the state aid and total premiums paid (see Table 2).

Only four percent of the variation in the number of junior exhibitors is explained by the size of a county's population (r=.20). A stronger relationship can be found between the number of junior exhibitors and a county's urban population percentage (r=.41) -- explaining 17 percent of the variation. This finding -- that the more urban the county, the more junior exhibitors a fair will have -- suggests that exhibiting at fairs has a real appeal for city youths.

The correlations between the number of open-class exhibitors and state aid and total premiums paid are similar -- although slightly lower -- than those found with junior exhibitors -- r=.51 and r=.58, respectively.

A check of the open-class exhibitors relationship with county population (r=.22) and the county-urban population percentage (r=.39) suggests these latter two variables explain little in the variation found in the number of open-class exhibitors -- explaining 5 and 15 percent of the variation, respectively.

The total number of exhibitors a fair has also seems to have little to do with the size of a county's population; the

correlation between them is only .18 -- explaining only three percent of the variance. On the other hand, the correlation between the total number of exhibitors and urban population percentage is higher (r=.42), explaining 18 percent of the variation. This finding suggests that the appeal of the exhibiting program -- particularly if that program is geared to urban interests -- has a good deal to do with participation.

Variables Associated With State Aid Received and Premiums Paid

The correlation between county population and state aid (r=.11) suggests that counties do not necessarily receive a share of the state aid proportionate to their population. County population figures explain only one percent of the variation in both the amount of state aid a county receives as well as the amount of money a fair pays out in premiums.

Not too surprising is the high correlation between state aid and the amount a county fair pays out in premiums (r=.97) -- most premium monies are derived from state aid. The amount of variance explained (94 percent) does, however, suggest some slight fluctuation between counties in terms of how much additional money each adds to the state supported premiums -- a difference between counties that is not accounted for by the amount of state aid a county receives.

In summary, fairs with the largest attendance are those which, among other things, have (1) the greatest attendance at grandstand shows, (2) are held in relatively more populated counties, (3) have a relatively large number of open-class exhibitors, and (4) receive rather large amounts of state aid for premiums. A dominant characteristic of fairs with a

relatively large grandstand attendance is that they are held in counties with relatively large populations. Those fairs which have relatively large numbers of exhibitors -- both open and junior class -- are generally those which pay out the most money for premiums.

CHANGES IN FAIRS

Receipts and Expenditures

In the past 26 years (1944-1970), total expenditures of all Wisconsin's County and District Fairs combined have almost trebled. This rise in costs has, however, been accompanied by a corresponding increase in total fair receipts (Figurel). This increase in fair incomes has come about despite an apparent increase in both the number of free fairs -- 22 in 1960 compared to 30 in 1970 -- and free grandstand shows -- 23 in 1960 compared to 27 in 1970. Paid grandstand attendance also decreased markedly in that 26-year period (-31%), as Figure 2 indicates.

Several factors may explain this apparent paradox -- that while the number of free fairs and grandstand shows has increased and paid grandstand attendance has decreased, fair incomes still show a study increase. Two such factors concern fair attendance. Paid fair attendance in the 26-year period increased 49 percent (Figure 2) and gate receipts increased 182 percent -- i.e. more people go to fairs and the price of tickets was raised. As for the grandstand shows, attendance may be off but total receipts are up (+88%) -- again suggesting an increase in the price of grandstand tickets.

Last year (1970), the financial situation of fairs in general appeared to be good, with expenditures totaling $3,044,831 and receipts $3,227,036 -- leaving a net balance of $182.205.

Figure 1: Trends in Total Receipts and Expenditures, Wisconsin County and District Fairs, 1970

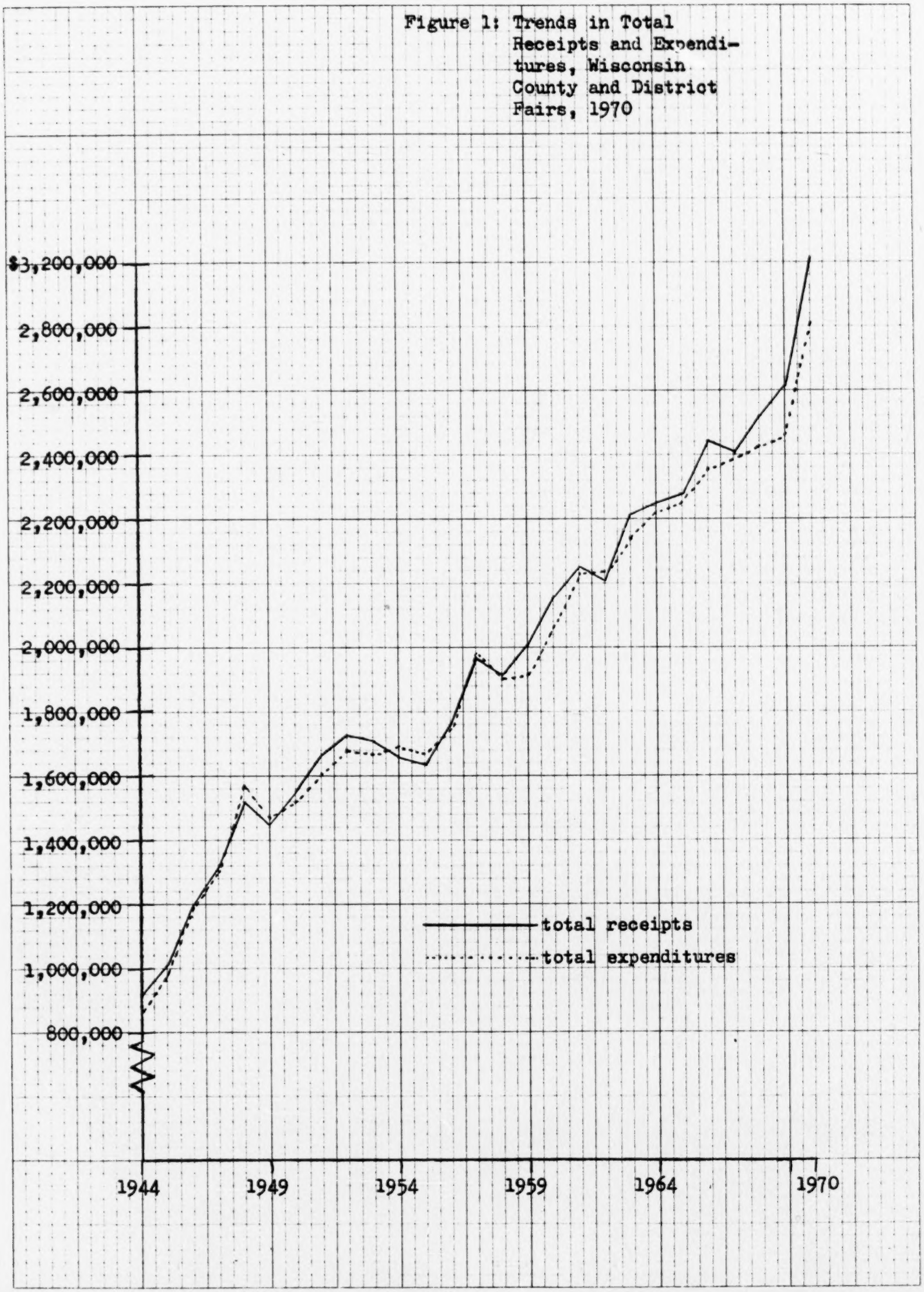

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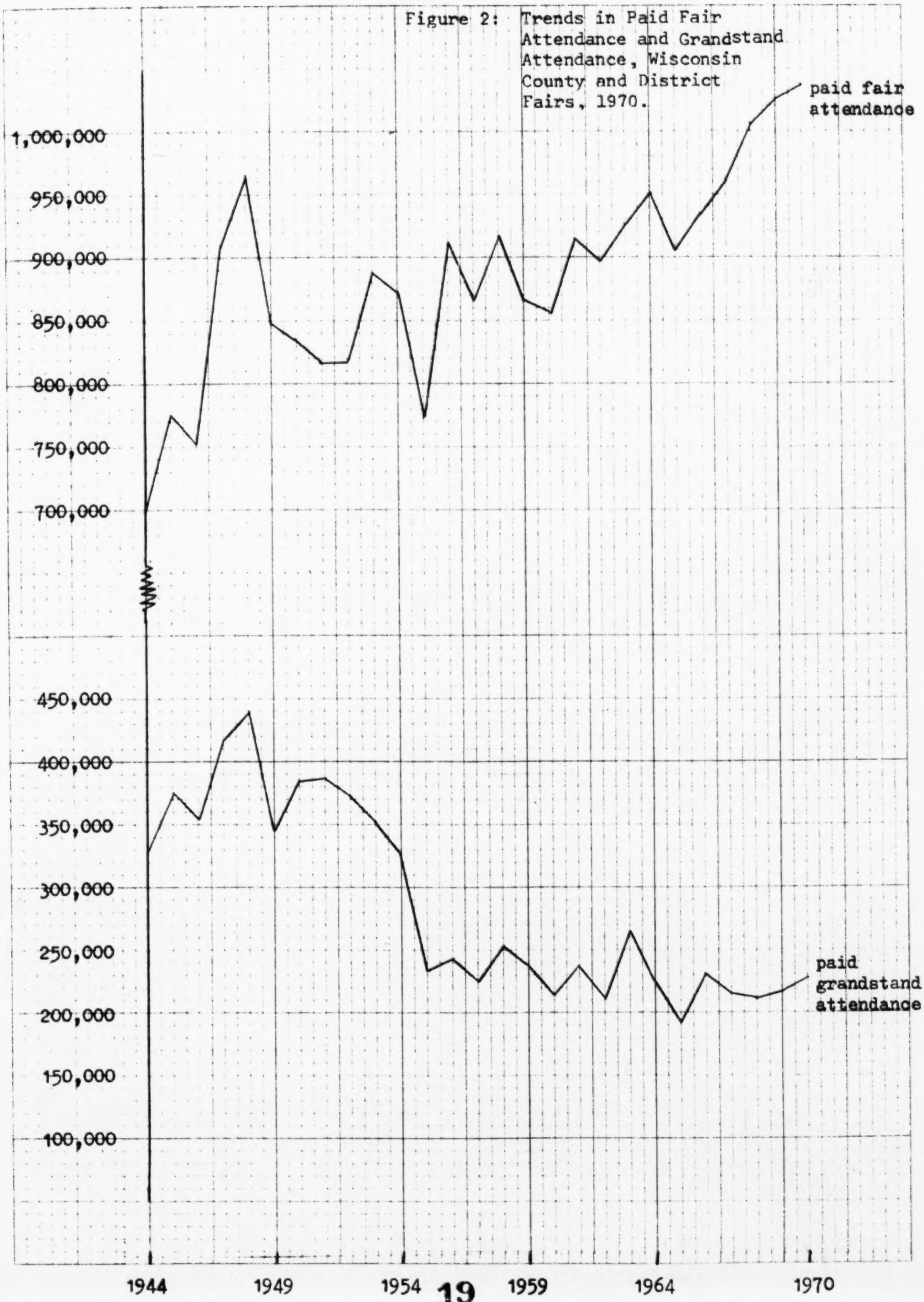
Figure 2: Trends in Paid Fair Attendance and Grandstand Attendance, Wisconsin County and District Fairs, 1970.



Exhibitors and Exhibits

Overall for all fairs, both the number of exhibitors and exhibits has decreased steadily during the 1960-1970 period -- as illustrated in Figure 3. The number of junior exhibitors decreased 17 percent, open-class exhibitors 6 percent; junior exhibits decreased 13 percent and open-class exhibits 7 percent (Table 2). Combining the two classes, the number of exhibitors was off 16 percent and the number of exhibits 12 percent.

The downward trend in the number of exhibitors and exhibits, however, may have reversed itself in 1969 -- see Figure 3. From 1969 to 1970 all four categories showed an increase -- the number of junior exhibitors increased two percent and open-class exhibitors eight percent; junior exhibits increased five percent and open-class exhibits increased nine percent. Only time will tell whether or not this slight upward trend is permanent.

Table 2 also indicates that the number of junior exhibitors as a percentage of the total number of exhibitors is decreasing slightly, as is the junior share of the total number of exhibits. In 1960, junior exhibitors accounted for 89 percent of the total number of exhibits, and in 1970 for 87 percent of the total number of exhibitors. Similarly, in 1960 junior exhibits accounted for 75 percent of the total exhibits, and in 1970 for 73 percent of the total number of exhibits.

The fact that in 1970 junior exhibitors accounted for 87 percent of the total number of exhibitors but were responsible for only 73 percent of the total number of exhibits

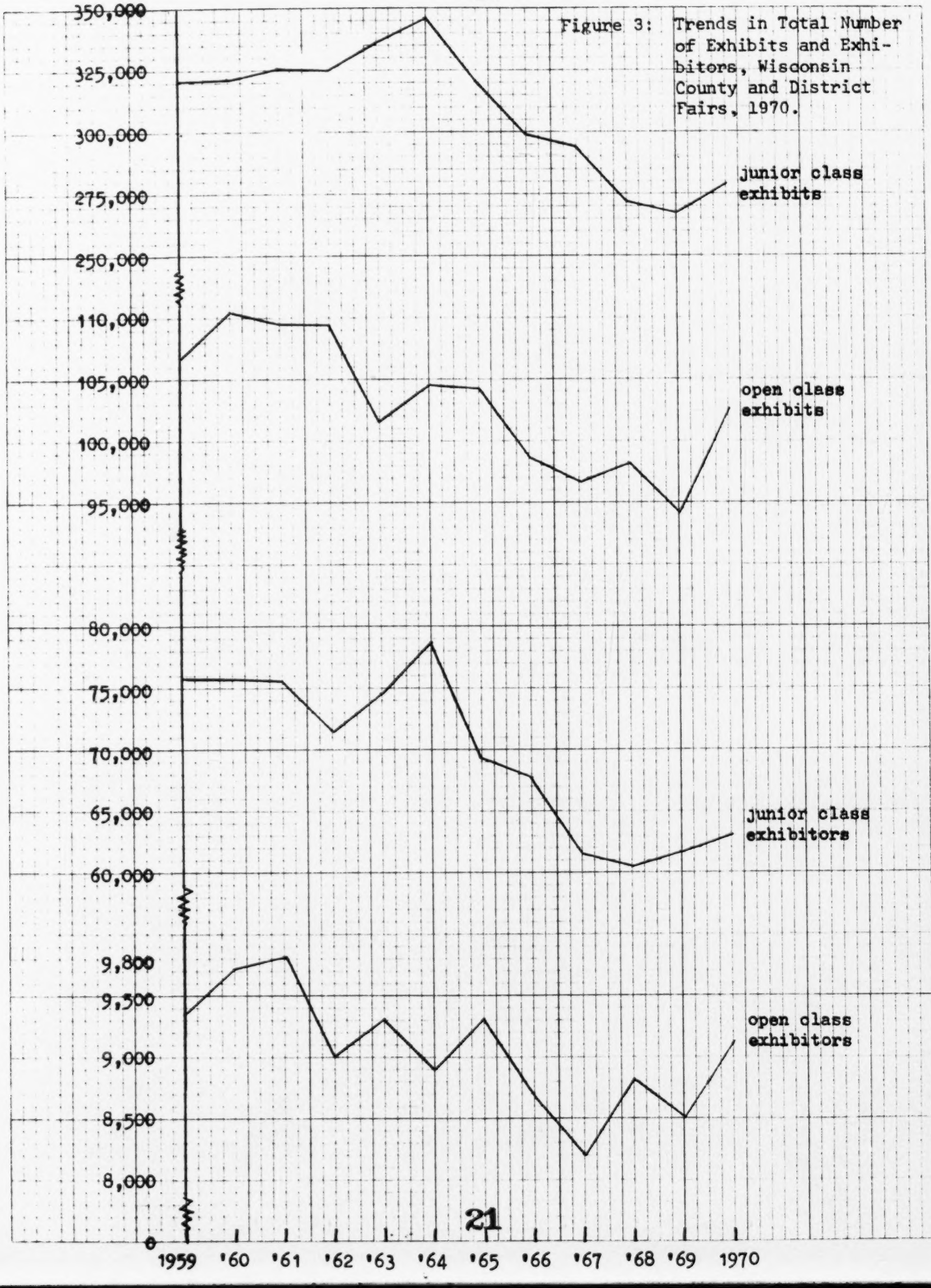


Figure 3: Trends in Total Number of Exhibits and Exhibitors, Wisconsin County and District Fairs, 1970.

suggests that on the average open-class exhibitors enter more exhibits than junior exhibitors. This is borne out by Table 2, which shows that in 1970 junior exhibitors had on the average 4.44 exhibits entered while open-class exhibitors averaged 11.22 exhibits. This same table suggests that the average number of exhibits entered by junior exhibitors may be increasing somewhat, while the average number of exhibits submitted by open-class exhibitors may be decreasing slightly.

Premiums Paid

The total amount of premiums paid to junior exhibitors increased 23 percent from 1960 to 1970, while the total paid to open-class exhibitors decreased 14 percent. The total amount paid in premiums to all exhibitors increased nine percent. (Table 2).

Data on the average premium paid show similar results. The average premium paid junior exhibitors in 1970 was $5.51, an increase of 48 percent over 1960; open-class exhibitors in 1970 were paid on the average $16.45 in premiums, a 9 percent decrease from 1960. Similarly, the average premium paid per junior exhibit in 1970 was $1.24, a 43 percent increase from 1960; the average premium paid each open-class exhibit in 1970 was $1.47, a 7 percent decrease from 1960.

With only a slight difference in the average premium paid out for open-class exhibits as compared to junior exhibits -- $1.47 as compared to $1.24 -- the relatively large disparity in average premiums paid exhibitors (in 1970 $16.45 for open-class exhibitors but only $5.51 for junior exhibitors) is probably primarily due to the average number of exhibits

entered (in 1970, 11.22 for open-class exhibitors versus 4.44 for junior exhibitors).

As Table 2 shows, junior exhibitors account for 87 percent of the total number of exhibitors, 73 percent of the total exhibits and 70 percent of the total premium money. Again, these disproportionate shares are probably partly due to differences in the average number of exhibits entered but, as will be discussed later, may also be due to differences in the type of exhibits entered by each group.

State Aid Paid

The average state aid paid per exhibitor in 1970 was $4.50, an increase of $1.00 or 29 percent from 1960. The average state aid paid per exhibit was 85 cents in 1970, an increase of 16 cents or 23 percent from 1960. Similarly, the total state aid paid increased $26,010 or nine percent in the same period.

Types of Exhibits

Table 3 is a summary of premiums paid in the different classes to junior and open-class exhibitors. It highlights some of the changes that have occurred in the past five years, from 1966 to 1970.*

For junior exhibitors in 1966, the top five classes in terms of premiums paid out were dairy cattle, foods and nutrition, clothing, vegetables and fruits and beef cattle, in that order. In 1970, clothing ranked second, while foods and nutrition came third.

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*1966 is the first year the annual reports on Wisconsin County and District Fairs distinguished between premiums paid junior and open-class exhibitors.

Table 3.--Changes in Amount of Premiums Paid Junior and Open-Class Exhibitors, by Class From 1966 to 1970 at Wisconsin County and District Fairs.*

	Junior			Open-Class		
	1966	1970	% Change	1966	1970	% Change
Dairy Cattle	$ 78,660	$ 77,318	- 2	$ 45,902	$ 44,539	- 3
Beef Cattle	17,204	19,682	+14	9,633	9,837	+ 2
Swine	17,039	17,419	+ 2	13,376	10,605	-21
Sheep & Goats	11,146	10,778	- 3	11,916	13,212	+11
Horses	12,125	18,970	+56	2,800	2,634	- 6
Poultry	5,883	6,999	+19	4,327	4,904	+13
Rabbits	2,800	4,557	+63	408	577	+41
Dog Obedience	883	2,114	+139			
Farm Crops	3,418	4,392	+28	4,637	4,036	-13
Dairy Products				2,353	2,295	- 2
Eggs				88		
Vegetables & Fruit	24,993	20,893	-16	8,318	8,762	+ 5
Flowers & Plants		7,809		8,829	10,992	+24
Home Ground	7,021	459	-93			
Conservation	4,172	4,075	- 2			
Bees & Honey		112		767	748	- 2
Maple Syrup		49		82	112	+37
Career Explorations		3,560				
Art & Crafts	7,707	10,237	+33	8,061	10,343	+28
Photography	4,889	4,938	+ 1		1,403	
Health	153	194	+27			
Safety	271	390	+44			
Woodworking	14,219	11,128	-22		187	
Electricity	3,120	2,264	-27			
Bicycle	2					
Tractor Maintenance	435					
Tractor Operators	384					
Mechanical Projects		2,178				
Automotive	272					
Food & Nutrition	33,599	24,976	-26	9,725	9,990	+ 3
Clothing	31,972	39,508	+24	12,234	5,969	+51
Knitting		12,135			2,256	
Home Furnishings	8,149	8,135	- 0		5,543	
Family Living		4,100				
Child Care	3,108					
Demonstrations	10,683	4,225	-60			
Dress Review	12,616					
Booths	5,205	5,776	+11		773	
Unclassified	1,174	938	-20	957	841	-12
School Exhibits	15,751	17,085	+ 8			
TOTAL	$339,051	$347,393	+ 2	$314,809	$333,795	+ 7

*Source: "Annual Reports on Wisconsin County and District Fairs," Milwaukee: Department of Local Affairs & Development, Wisconsin Exposition Center, County and District Fairs Section.

The change for open-class exhibitors was more drastic. In 1966, the top five classes were dairy cattle, swine, clothing, sheep and goats and foods and nutrition, in that order. Five years later, the order of the top five classes had changed to dairy cattle, sheep and goats, flowers and plants, swine, and arts and crafts.

The percentage changes in total premiums paid for each class are illistrative of changing interests of exhibitors. In the junior class, major increases occurred in the dog obedience class (+139%), rabbits (+63%), horses (+56%), safety (+44%) and arts and crafts (+33%). Major decreases were in home ground class (-93%), demonstrations (-60%), electricity (-27%), foods and nutrition (-26%) and woodworking (-22%).

In the open class, the major increases in premiums paid in the five year period occurred in the clothing class (+51%), rabbits (+41%), maple syrup (+37%), arts and crafts (+28%) and flowers and plants (+24%). Major decreases were in the swine class (-21%), farm crops (-13%) and unclassified (-12%).

Table 3 also shows there are more classes for junior exhibitors than for open-class exhibitors, which is not surprising in view of the fact that junior exhibitors greatly outnumber open-class exhibitors and their exhibits center around a wide variety of organizational project.

Number of Exhibitors and Attendance at Individual Fairs

The data in Appendix A indicate the changes in numbers of exhibitors and attendance at each fair (1960-1970). The fairs are ranked according to the percent increase in the total number of exhibitors.

A number of fairs showed large increases in the total number of exhibitors: Elroy Community Fair (+200%), Columbia County Fair (+126%), Racine County Fair (+68%) and the Lodi Union Fair (+62%).* On the other hand, there were also fairs with substantial decreases in the total number of exhibitors: Brown County Fair (-36%), Lincoln County Fair (-37%), Sauk County Fair (-39%), Central Wisconsin State Fair in Marshfield (-45%) and the Walworth County Fair (-47%).

Three fairs had increases of more than 100 percent in the number of junior exhibitors: Elroy Community Fair (+219%), Florence County Fair (+155%) and the Columbia County Fair (+115%). On the other hand, there were four fairs with decreases of 40 percent or more in the number of junior exhibitors: Central Wisconsin State Fair in Marshfield (-40%), Richland County Fair (-41%), Sauk County Fair (-43%) and the Walworth County Fair (-56%).

There were four fairs with increases of more than 100 percent in the number of open-class exhibitors: Columbia County Fair (+258%), Racine County Fair (+141%), the Near North Fair in Wausaukee (+136%) and the Grant County Fair (+101%). Against this, there were four fairs with decreases in the number of open-class exhibitors of 45 percent or more: Central Wisconsin State Fair in Marshfield (-45%), Rusk County Fair (-48%), LaCrosse Inter-State Fair (-50%) and the Lincoln County Fair (-66%).

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*The percentage changes must be interpreted with care. The Columbia County Fair, for example, showed a 258 percent increase in the number of open-class exhibitors. This fair, however, had only 76 open-class exhibitors in 1960 so that any absolute increase in the number of exhibitors will appear considerably inflated compared to fairs which started with a large base.

The table also shows that six fairs had attendance increases of 100 percent or more: Ashland County Fair (+249%), Iron County Fair (+182%), Dodge County Fair (+181%), LaCrosse Inter-State Fair (+132%), Brown County Fair (+115%) and the Walworth County Fair (+109%). Only five fairs showed much of a decrease in attendance figures: Calumet County Fair (-16%), Manitowoc County Fair (-21%), LaFayette County Fair (-24%), Richland County Fair (-32%) and the Grant County Fair (-41%).

In general, it appears that fairs which either increased or decreased in their total number of exhibitors showed corresponding changes in both the number of junior and open-class exhibitors. Fair attendance, on the other hand, seems to have little to do with the number of exhibitors a fair has -- i.e. fairs which either increased or decreased in numbers of exhibitors did not necessarily show corresponding changes in attendance. The LaCrosse Inter-State Fair, for example, showed decreases of 12 and 50 percent in the number of junior and open-class exhibitors, respectively, but at the same time had a 132 percent increase in attendance.

THE RELATIONSHIP AMONG VARIABLES OVER TIME

In the previous section, an attempt was made to identify the type and nature of changes that have taken place in fairs during the 1960 through 1970 period. The focus of the analysis was on the relationship among a number of fair-related variables for one particular year -- with the analysis being cross-sectional in nature. In this section, the analysis is extended to explore their relationship over time -- i.e. a

longitudenal analysis of the variables for the 1960 through 1970 period. It is meant to answer such questions as: have increases in grandstand attendance during this period kept pace with the increases in fair attendance, has the number of exhibitors at fairs kept pace with increased fair attendance?

Fourteen factors were considered -- total fair attendance for all fairs combined, total number of junior exhibitors, total open-class exhibitors, total of all exhibitors, total advertising budgets, total grandstand attendance, total receipts, total expenditures, total state aid, total county aid and total premiums paid.

The correlation matrix (Table 4) shows a correlation of .77 between fair attendance and grandstand attendance. This suggests that grandstand attendance has indeed kept up with increased fair attendance. Offhand this finding appears to be contradictory with the data presented in Figure 2 which show a general increase in fair attendance but a decrease in grandstand attendance. The explanation is that the correlation analysis is based on total fair and grandstand attendance which includes those people admitted free, while the graph (Figure 2 on page 11) is based on only the paid attendance at fairs and grandstand shows.

More important are all the negative correlations found between both fair and grandstand attendance and the numbers of exhibitors and exhibits (See notation I in the correlation matrix). The negative correlations mean that while both fair and grandstand attendance generally have increased during the 1960-1970 period the number of exhibitors and exhibits has decreased.

Table 4.--Correlation Matrix of 1960-1970 Trends in Attendance, Exhibitors, Exhibits, Receipts, Expenditures, Advertising Budgets, State Aid, County Aid and Premiums Paid. County and District Fairs, Wisconsin 1970.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Fair attendance	1.0													
2. Grandstand attendance	.77	1.0												
3. Junior exhibitors	.80	.46	1.0											
4. Open-class exhibitors	.46	.32	.68	1.0										
5. Total exhibitors	.79	.45	.99	.72	1.0									
6. Junior exhibits	-.86	-.59	.94	.56	.94	1.0								
7. Open-class exhibits	-.68	-.61	.76	.83	.79	.71	1.0							
8. Total exhibits	-.86	-.62	.95	.63	.95	.99	.79	1.0						
9. Advertising budget	.87	.52	-.71	-.52	-.72	-.70	-.70	-.73	1.0					
10. Total receipts	.93	.61	-.74	-.49	-.74	-.76	-.67	-.78	.97	1.0				
11. Total expenditures	.92	.58	-.76	-.55	-.76	-.74	-.69	-.76	.96	.99	1.0			
12. Premiums paid	.25	.14	-.01	-.23	-.02	.13	-.28	.07	.52	.40	.45	1.0		
13. State aid	.74	.46	-.73	-.61	-.73	-.65	-.61	-.67	.60	.66	.75	.26	1.0	
14. County aid	.74	.41	-.83	-.78	-.84	-.79	-.79	.83	.75	.80	.82	.21	.68	1.0

I

II

Negative correlations were also obtained between the numbers of exhibitors and exhibits and advertising budgets, total fair receipts, total fair expenditures, total premiums paid, and the state and county aid for fairs (see notation II in the correlation matrix). This means that while advertising budgets, receipts and expenditures, premiums, and county and state aid have generally increased over the years, both the number of exhibitors and exhibits have decreased.

Increases in overall fair attendance during the 1960-1970 period have kept pace with increases in total receipts (r=.93), with total expenditures (r=.92) and with increases in advertising budgets (r=.87).

Increases in advertising expenditures, however, have not been accompanied by corresponding increases in grandstand attendance (r=.52). Increases in grandstand attendance also correspond less well with increases in total receipts (r=.61) and expenditures (r=.58) than did increases in total fair attendance. This means that increased receipts and expenditures have generally kept up with increased fair attendance but not as much as with grandstand attendance.

Increases in advertising expenditures also correspond closely with increases in total expenditures (r=.96). And, increases in total expenditures have been matched almost perfectly with increases in fair receipts (r=.99).

Increases during the 1960-1970 period in the total amount paid out in premiums have not been a reflection of either increases in numbers of exhibitors or exhibits (negative correlations) nor have they been accompanied by

corresponding increases in the amount of state aid (r=.26) or the amount of county aid for fairs (r=.21). However, increases in the amount of state aid paid fairs generally has been matched by corresponding increases in the amount of county aid for fairs (r=.68).

These findings support observations that county and district fairs in Wisconsin are tending to take three courses of development. The first of these commits the fair program to an emphasis on exhibits, particularly junior-class exhibits. A substantial number of exhibits result in a considerable amount of state-aid being received and paid out as premiums. Most of the work done in the fair's operations is done without remuneration as a civic service. Expenses are low and are met largely through income from rides, midway, and concessions. County support is low; and the fairgrounds, buildings, and facilities are barely adequate to meet exhibitors needs and safety requirements. Some fairs do not have a carnival (rides, midway) and expenses are met with larger contributions from local sources, usually the county.

The second course deemphasizes exhibits, and emphasizes revenues from the rides, midway, concessions, and shows of various kinds. Such shows might involve racing, "name" entertainers, and "thrill" shows. Financial remuneration is given to those working on the fairs, although the fair still retains its "non-profit" status. County support is low, and while most facilities and buildings connected with exhibiting are inadequate, improvements are being made in buildings and facilities which can be used throughout the year for income

purposes. The major efforts of these fairs is toward increased attendance, using spectacular entertainment and extensive promotion as the means of achieving that goal.

A third developmental course emphasizes both exhibiting and crowd-drawing entertainment. County support is high, and tends to be directed toward upgrading buildings and facilities which can be used throughout the year, as well as for increased support to exhibitors. A number of people connected with the fair receive salaries for their work, but most of the work done for the fair is a community service. These fairs appear to be moving toward the California model, wherein facilities are developed at the fairgrounds which are used throughout the year for so many purposes that nonfair attendance exceeds the fairtime attendance.*

The key differences in these modes of development seem to be twofold: first, location, and second, county-support. Fairs located in relatively unpopulated areas cannot easily develop their fairgrounds into activity centers which attract hundreds of thousands of people each year for varied kinds of activities. However, with adequate county support in addition to continued state support, they can develop their facilities and programs so that many more cultural and recreational needs of their area can be met than are being met now. This is possible if buildings are planned and maintained which have multiple-use capabilities. Such buildings can be used for rental storage at the very least, and for

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*See J.R. Christiansen, H.C. Groot, and D.E. Johnson, Wisconsin County and District Fair Study: Background of the Study, Preliminary Report No. 1, Center of Applied Sociology, University of Wisconsin, Madison, 1971, pp.14-15.

regional sports, civic, cultural, and other purposes if so planned and promoted.

Fairs in densely populated areas canaachieve the kind of balanced programs of emphasis and development that are found in a few places in Wisconsin and elsewhere. Required for this kind of development is farsighted planning, building, maintenance and administration by county officials particularly. The fairgrounds, so built and operated, and be a county and even regional assest which serves varied needs of the area.

If further reports indicate confirmation of these observations on developmental trends for fairs in Wisconsin, it would seem obligatory that state regulations be developed to promote the atate's interest. Thus, it would appear appropriate that further state-aid be made contingent on the fairs meeting certain obligations. These obligations would relate to comparable local aid, and the providing of adequate facilities and buildings. The purpose of these regulations would be to: (1) insure that exhibitors are given adequate facilities in which to exhibit, so that the educational and social benefits of exhibiting may be enhanced, and so that minimal safety and hygenic conditions may exist, and (2) further promote the development of area centers wherein not only fairs can be held which will adequately emphasize exhibiting as an educational and social experience, but will contribute toward meeting other needs of people throughout the state.

A CONTENT ANALYSIS OF NEWSPAPER COVERAGE OF FAIRS

If, as the journalistic rule has it, names make news then in County and District Fairs newspapers have found a veritable gusher which doesn't easily run dry.

Names do make news and in fairs there are plenty of people who "make news." Before the fair there are stories announcing the appointments of various fair committees, the naming of fair superintendents and judges, announcements of "name attractions" for grandstand shows, and stories publicizing the names of early registrants in open and junior classes. Then during the fair, there are interviews with "typical fair-goers" and the grandstand entertainers, and, of course, there are the many contest winners -- literally thousands upon thousands of names.

To determine how Wisconsin's daily and weekly newspapers report on fairs, a content analysis of news and pictorial coverage of fairs was undertaken. A major impression of this analysis of almost 2,000 stories and roughly the same number of pictures is that fairs involve people -- lots of people.

How Much is Published

Table 5 presents a summary of the total newspaper coverage of fairs -- broken down into stories and pictures, and daily and weekly newspapers. The total amounted to 2,008 stories measuring 21,345 newspaper column inches (approximately the equivalent of 152 standard newspaper pages) and 2,037 pictures that occupied 39,723 square inches of newspaper space (roughly the equivalent of 132 standard newspaper pages).

The average news coverage per fair amounted to just over 26 stories or 281 column inches (the equivalent of about two standard newspaper pages), and 27 pictures or 523 square inches of illustrations (about 1.0 standard newspaper pages).

Table 5.--Summary of Newspaper Coverage of County and District Fairs, Wisconsin, 1970.

	Daily Newspapers	Weekly Newspapers	Total Newspapers
STORIES			
Total number	860	1,148	2,008
Total column inches	9,585	11,760	21,345
Average length	11	10	11
Average no. per fair	11	15	26
Average column inches per fair	126	155	281
PICTURES			
Total number	820	1,217	2,037
Total square inches	19,056	20,667	39,723
average size	23	17	19
Average no. per fair	11	16	27
Average square inches per fair	251	272	523

What is Published

Table 6 summarizes the type of content emphasized in the newspaper coverage. Most popular in terms of stories were articles describing fairs in general (6,272 column inches or 29 percent of the total) -- stories about "what to see and do at the fair" -- but stories related to junior-fair activities were a close second (6,009 column inches or 28 percent of the total).

In terms of pictorial coverage, junior-fair activities were by far the most popular topic (13,827 square inches or 35 percent of the total). Next in total coverage came pictures of the midway (4,643 square inches or 12 percent of the total), grandstand shows (3,555 square inches or 9 percent of the total), and the queen contests (3,148 square inches or 8 percent of the total).

The total coverage of commercial exhibits, and the personal columns, editorials and letters to the editor category are indicative of considerable local support for fairs.

In general, it appears newspaper editors devote a considerable amount of space to junior-fair activities, but when several of the content categories are combined the most space is devoted to the entertainment aspects of fairs (grandstand, midway, races, queen contests, etc.).

Coverage of Individual Fairs

Appendix B describes the coverage of individual fairs. It shows what some of the bigger fairs are in terms of newspaper coverage. In terms of news or editorial coverage these are the Walworth County Fair (2,858 column inches), Jefferson

Table 6.--Pictorial and News Coverage of County and District Fairs Classified According to Content, Wisconsin 1970.

Content Category	Pictures Sq. Inch	Stories Col. Inch
General	2,938	6,272
Junior fair exhibits	13,827	6,009
Stage (grandstand)	3,555	897
Calendars of events		869
Races	1,633	854
Queen contest	3,148	818
Personal columns, editorials and letters		804
Special exhibits	1,418	738
Open-class exhibits	675	654
Special contests	2,587	628
Fair administration	766	505
Judging	2,200	479
Auctions	700	464
Fair problems	204	427
Fair history	285	278
Midway	4,643	246
Special recognition days	392	240
Commercial exhibits	579	101
Miscellaneous	173	62
TOTAL	39,723 Sq. Inch	21,345 Col. Inch

County Fair (1,194 column inches) and Rock County 4-H Fair (1,158 column inches). The top fairs in terms of pictorial coverage were the Walworth County Fair (7,187 square inches), Rock County 4-H Fair (1,954 square inches), Ozaukee County Fair (1,806 square inches), Jefferson County Fair (1,801 square inches) and Kenosha County Fair (1,614 square inches).*

Coverage of 'Other' Fairs

The content analysis also revealed the existence of a number of fairs which do not receive any form of support from the state government. These fairs and data on their newspaper coverage are listed in Appendix C. Eighteen such fairs were found with a total newspaper coverage of 85 stories totaling 1,063 column inches and 95 pictures totaling 1,530 square inches.

Comparative Coverage of Fairs & Shows

Table 7 describes the total coverage of county and district fairs in comparison to three other fairlike events -- the Wisconsin State Fair, the 1970 Farm Progress Days and the 1970 Wisconsin World Dairy Exposition.

All three of the latter events, by far, exceed the newspaper coverage of any one individual county or district fair. Dividing the attendance figures of each event by the number of stories published, yields ratios of 1,551 people per story for the State Fair, 1,138 for the Farm Progress Days, 131 for the Daily Expo and 1,123 for all county fairs combined. This suggests some similarity between the State Fair, Farm Progress Days and County fairs -- though one would have expected more similarity between Farm Progress Days and the Dairy Expo as both of these emphasize occupational interests.

*One explanation for the extensive coverage of the Walworth County Fair is that fair's 1970 grandstand fire.

Table 7.--Comparative Newspaper Coverage and Attendance of Selected Fairs, Expositions and Shows, Wisconsin 1970.

	1970 State Fair	1970 Farm Progress Days	1970 Wisconsin World Dairy Expo	1970 All County Fairs
No. of papers covering the event	158	63		242
No. of stories	602	123	343*	2,008
column inches	5,753	963		21,345
No. of pictures	296	61		2,037
square inches	6,727	1,545		39,723
Attendance	934,156	140,000	55,000	2,254,000**

*For the July-December, 1970, period -- as per records of the Press Clipping Service.

**Estimated, see "Preliminary Report Number 1: Background of the Study," Wisconsin County and District Fair Study.

The Relationship Between Coverage and other Factors

Table 8 explores the relationship between newspaper coverage and such factors as fair attendance, grandstand attendance, the number of exhibitors and advertising expenditures It is an attempt to answer such questions as -- does the amount of publicity a fair gets or the amount it expends on advertising have any relationship to fair attendance or the number of exhibitors?

The table shows a fairly strong relationship between fair attendance and advertising expenditures (r=.80) -- with advertising explaining 64 percent of the variance in fair attendance. This suggests that it does pay to advertise -- that greater advertising expenditures will result in greater fair attendance.

On the other hand, there is only a weak relationship between newspaper coverage of fairs and fair attendance. The number of column inches of news stories published about a fair explains only 18 percent (r^2) of the variation in fair attendance; the number of square inches of pictures published about a fair explains the same amount of variance and the number of newspapers that cover a fair explains only 12 percent of the variance in fair attendance. This is contrary to the expectation that there would be a much higher correlation between the publicity a fair receives and its attendance.

Advertising expenditures also correlate fairly high with grandstand attendance (r=.73) -- explaining 53 percent of the variation in grandstand attendance. This again suggests that advertising is a worthwhile investment -- that the more is spent on advertising the greater the grandstand attendance is likely to be.

Table 8.--Correlation Matrix of Fair and Grandstand Attendance, Advertising Expenditures, and Newspaper Coverage, County and District Fairs, Wisconsin 1970.

	1	2	3	4	5	6	7	8	9
1. Fair attendance	1.0								
2. Grandstand attendance	.73	1.0							
3. Junior exhibitors	.29	.08	1.0						
4. Open-class exhibitors	.62	.32	.28	1.0					
5. Total exhibitors	.35	.13	.99	.42	1.0				
6. Advertising	.80	.73	.35	.46	.40	1.0			
7. Col. inches of news stories	.42	.09	.30	.42	.35	.38	1.0		
8. Square inches of pictures	.42	.01	.25	.55	.32	.32	.90	1.0	
9. Number of newspapers covering fair	.35	.19	.39	.28	.41	.36	.67	.58	1.0

There is almost no relationship at all between newspaper coverage and grandstand attendance. This also suggests that greater publicity about a fair is not likely to attract more people to grandstand shows.

The relationships between both advertising expenditures and newspaper coverage and the number of exhibitors at a fair also are rather weak. The highest correlation is between the number of open-class exhibitors and the total number of square inches of pictures published about a fair (r=.55) -- but the pictorial coverage explains only 30 percent of the variation in the number of open-class exhibitors. The next highest correlation is between advertising and the number of open-class exhibitors (r=.46) -- with advertising explaining only 21 percent of the variation in the number of open-class exhibitors a fair has.

One other important relationship is the one between advertising expenditures and newspaper coverage. The expectation was that the more is spent on advertising the more likely a fair is to get greater publicity. The data do not confirm this -- the correlations between advertising and the number of column inches published about a fair is only .38, with pictorial coverage it is only .32 and with the total number of newspapers covering a fair it is .36.

In summary it appears that advertising does seem to attract people to both the fair and the grandstand show, but does not greatly affect the number of exhibitors a fair has. Publicity -- both news and pictorial coverage -- appears to affect only slightly the attendance and the number of exhibitors.

FAIR PUBLICITY

Questionnaires were also sent to fair secretaries to gather additional information about the publicity and advertising of individual fairs. This section of the report will present the results of the 68 (89%) that were returned.

Forty (58%) of the fairs reported they had a person specifically designated to be in charge of fair publicity; 24 (35%) did not and four (6%) did not respond to the question.

Of the forty fairs that did report they had a person in charge of publicity, one fair had this person working on fair publicity on a fulltime basis, while 38 reported this person worked on publicity only partime.

Level of Satisfaction with Newspaper Coverage

As Table 9 shows, most of the fairs were either "satisfied" (56%) or "very satisfied" (29%) with the total amount of newspaper coverage their fair had received. Only seven percent said they were "unsatisfied."

Table 10 presents the data on the level of satisfaction with newspaper coverage of the different aspects of the fair. Again, only seven percent said they were "unsatisfied," but the overall level of satisfaction did decrease somewhat -- only nine percent said they were "very satisfied" and 71 percent said they were "satisfied."

In general the data suggest that the total coverage by newspapers of fairs is satisfactory, but that the type of coverage -- the attention given to the different aspects of fairs -- could be improved.

Table 9.--Level of Satisfaction With Total Amount of Newspaper Coverage of County and District Fairs, Wisconsin 1970.

Level of Satisfaction	No.	%
Very satisfied	20	29
Satisfied	38	56
Unsatisfied	5	7
N.R.	5	7
TOTAL	68	

Table 10.--Level of Satisfaction with Newspaper Coverage of the Different Aspects of the Fair, County and District Fairs, Wisconsin 1970.

Level of Satisfaction	No.	%
Very satisfied	7	9
Satisfied	48	71
Unsatisfied	5	7
N.R.	5	7
TOTAL	68	

Advertising Budgets

Table 11 presents the advertising budgets for the different media -- radio, television, newspapers, billboards, posters and other (give-away novelties, bumperstickers, parade floats, etc.). Of the 59 fairs that reported their advertising budgets, 55 had used radio, 21 television, 54 newspapers, 30 billboards, 36 posters, and 27 had used some other form of advertising.

Average budgets for each of the media -- computed on the basis of fairs reported as having used that media -- were: radio $354, television $397, newspapers $615, billboards $208, posters $117 and other media $908. The overall average advertising budget for all fairs was $1,627.

Total media budgets for all fairs combined showed newspapers to be the most popular ($33,235) followed by other advertising media ($24,520), radio ($19,490), television ($8,337) billboards ($6,254) and posters ($4,198).

Thus, in general, it appears that the largest advertising expenditure is for newspapers, but that on an average basis more is spent on 'other' forms of advertising.

Table 12A gives the distribution of total advertising budgets for all fairs. It shows that advertising budgets for most fairs range from $250 to $2,500. Table 12B suggests there has been a substantial increase in advertising budgets from 1960 to 1970 -- an increase of 41 percent.

Best Advertising and Publicity Media

As Table 13 shows, most respondents (34%) felt that radio was the best advertising medium. This is somewhat inconsistent

Table 11.--Reported Advertising Budgets, County and District Fairs, Wisconsin 1970.

Budget	Radio		T.V.		Newspapers		Billboards		Posters		Other	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
0	4	6	38	56	5	7	29	43	23	34	31	46
1 - 49	5	7	1	1	1	1	5	7	8	12	3	4
50 - 99	2	1	2	3	4	6	11	16	14	20	3	4
100-249	22	33	8	12	14	21	6	9	8	12	6	9
250-499	14	21	4	6	12	18	4	6	5	7	5	7
500-749	5	7	2	3	8	12	2	3	1	1	2	3
750-999	3	4	1	1	3	4	1	1				
1000 or more	4	6	3	4	12	18	1	1			9	13
N.R.	9	13	9	13	9	13	9	13	9	13	9	13
TOTAL	68		68		68		68		68		68	

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Table 12.--Total Advertising Budgets, County and District Fairs, Wisconsin 1970.

A. Total 1970 Budgets for each Fair

Amount	No.	%
$ 100 - 249	3	4
250 - 499	12	18
500 - 999	15	22
1000 - 2499	17	25
2500 - 4999	8	12
5000 - 7499	4	6
N.R.	9	13
TOTAL	68	

B. Ten-year Changes in Total Advertising Budgets*

	1960	1970	Absolute change	Percent change
Total budget	$ 83,762	$118,154	$34,392	+41%
Average per fair	1,102	1,554	452	+41%

*Source: "Annual Reports on Wisconsin County and District Fairs." Milwaukee: Department of Local Affairs & Development, Wisconsin Exposition Center, County and District Fairs Section.

Table 13.--Distribution of Responses Regarding the Best Advertising and Best Publicity Media, County and District Fairs, Wisconsin 1970.

Media	Best for Advertising No.	%	Best for Publicity No.	%
Daily newspapers	15	22	18	27
Weekly newspapers	12	18	18	27
Radio	23	34	23	34
Television	4	6		
Billboards	2	3	1	1
All	1	1	1	1
Other	3	4	1	1
N.R.	8	12	6	9
TOTAL	68		68	

with the data on actual advertising budgets, which showed the largest advertising expenditure to be for newspapers. Other media felt to be good for fair advertising were daily newspapers (22%) and weekly newspapers (18%). Combining the two types of newspapers (40%) does make it consistent with actual expenditures.

Data on what was felt to be the best publicity medium yielded similar results. Table 13 shows radio to be preferred by 34 percent of the respondents, daily newspapers by 27 percent and weekly newspapers 27 percent. Combining the two types of newspapers again shows that newspapers were felt to be the best publicity medium by 54 percent of the respondents.

In general, then, it appears that newspapers are thought to be best for both advertising and publicity of fairs.

APPENDICES

Appendix A.--Ranking of Wisconsin County and District Fairs According to Percentage Changes in Total Number of Exhibitors, 1960-1970.

		No. of Exhibitors			Percent of Change 1960-1970			Attendance		
		Junior	Open	All	Junior	Open	All	1960	1970	%Change
Elroy Community Fair	1960	258	41	299						
	1970	823	76	899	+219	+85	+200	6,021	9,418	+56
Columbia County Fair	1960	918	76	994						
	1970	1,976	272	2,248	+115	+258	+126	Free	Free	
Racine County Fair	1960	668	93	761						
	1970	1,056	224	1,280	+ 58	+141	+ 68	16,504	24,870	+51
Lodi Union Fair	1960	521	76	597						
	1970	901	69	970	+ 73	- 9	+ 62	3,469	Free	
Athens Fair	1960	145	156	301						
	1970	205	125	430	+ 41	- 20	+ 43	Free	Free	
Grant County Fair	1960	798	122	920						
	1970	1,114	145	1,256	+ 40	+101	+ 36	16,341	9,678	-41
Barron County Fair	1960	1,275	61	1,336						
	1970	1,704	107	1,811	+ 34	+ 75	+ 36	15,632	29,556	+89
Florence County Fair	1960	33	85	118						
	1970	84	72	156	+155	- 15	+ 32	Free	Free	
Ozaukee County Fair	1960	724	197	921						
	1970	900	310	1,210	+ 24	+ 57	+ 31	Free	Free	
Ashland County Fair	1960	151	93	244						
	1970	154	162	316	+ 2	+ 74	+ 29	3,769	13,149	+249
Taylor Co. Youth Fair	1960	1,644		1,644						
	1970	2,130		2,130	+ 30	+ 30	+ 29	9,293	14,635	+ 57
Sawyer County Fair	1960	469	96	565						
	1970	637	75	712	+ 36	- 22	+ 26	6,054	Free	
Blakes Prairie Fair	1960	260	51	311						
	1970	389		389	+ 50	-100	+ 25	4,396	6,956	+ 58
Clark County Fair	1960	534	32	566						
	1970	676	25	702	+ 24	- 19	+ 24	11,701	Free	
Washington County Fair (Junior)	1960	953	312	1,265						
	1970	1,368	209	1,577	+ 44	- 33	+ 25	Free	Free	
Wisconsin Valley Fair	1960	1,121	268	1,389						
	1970	1,434	264	1,698	+ 28	- 1	+ 22	137,202	131,276	- 4
Shawano County Fair	1960	790	207	997						
	1970	979	227	1,206	+ 24	+ 10	+ 21	24,139	28,478	+ 18

Appendix A.--Continued

		No. of Exhibitors			Percent of Change 1960-1970			Attendance		
		Junior	Open	All	Junior	Open	All	1960	1970	%Change
Dane County Junior Fair	1960	2,031		2,031						
	1970	2,441		2,441	+20		+20	Free	Free	
Dodge County Fair	1960	821	135	955						
	1970	1,022	123	1,145	+25	-9	+20	13,643	38,300	+181
Rock County 4-H Fair	1960	1,975		1,975						
	1970	2,353		2,353	+19		+19	40,347	67,815	+ 68
Green County Fair	1960	851	93	944						
	1970	983	144	1,127	+16	+ 55	+19	36,245	40,460	+ 12
Fond du Lac County Fair	1960	994	179	1,173						
	1970	1,230	164	1,394	+24	- 8	+18	30,898	38,181	+ 20
Waushara County Fair	1960	356	58	414						
	1970	372	109	481	+ 4	+ 88	+16	8,724	11,989	+ 34
Near North Fair	1960	600	210	810						
	1970	429	495	924	-29	+136	+14	Free	Free	
Milwaukee Co. 4-H Fair	1960	655		655						
	1970	746		746	+14		+14	Free	Free	
St. Croix County Fair	1960	1,391	167	1,558						
	1970	1,473	235	1,708	+ 6	+ 41	+10	Free	Free	
Sheboygan County Fair	1960	3,346	174	3,520						
	1970	3,656	191	3,847	+ 9	+ 10	+ 9	55,893	73,638	+ 32
Northern Wisconsin State Fair	1960	563	360	923						
	1970	546	444	990	- 3	+ 23	+ 7	128,350	127,161	- 1
Green Lake County Junior Fair	1960	430	28	458						
	1970	424	54	478	- 1	+ 93	+ 4	Free	Free	
Vilas County Fair	1960	346	65	411						
	1970	322	96	418	- 7	+ 48	+ 2	Free	Free	
Eau Claire County Junior Fair	1960	645		645						
	1970	610		610	- 5		- 5	Free	Free	
Price County Fair	1960	978	164	1,142						
	1970	916	162	1,078	- 6	- 1	- 6	5,580	7,565	+ 36
Outagamie County Fair	1960	937	42	979						
	1970	868	35	903	- 7	- 17	- 8	40,168	Free	
Rusk County Fair	1960	1,365	127	1,492						
	1970	1,275	66	1,341	- 7	- 48	-10	2,654	Free	

Appendix A.--Continued

		No. of Exhibitors			Percent of Change 1960-1970			Attendance		
		Junior	Open	All	Junior	Open	All	1960	1970	%Change
Iowa County Fair	1960	1,121	121	1,242						
	1970	1,018	90	1,108	- 9	- 26	-11	13,621	16,370	+ 20
Forest County Fair	1960	464	81	545						
	1970	407	75	482	- 12	- 7	-12	Free	Free	
Winnebago County Fair	1960	844		844						
	1970	735		735	- 13		-13	40,713	58,853	+ 45
Bayfield County Fair	1960	371	100	471						
	1970	313	101	414	- 16	+ 1	-12	6,026	10,671	+ 77
Manitowoc County Fair	1960	1,309	191	1,500						
	1970	1,098	196	1,294	- 16	+ 3	-14	54,140	42,949	- 21
Polk County Fair	1960	924	83	1,007						
	1970	833	73	904	- 10	- 14	-10	8,530	16,051	+ 88
Calumet County Fair	1960	910	83	993						
	1970	707	140	847	- 22	+ 69	-15	15,396	12,957	- 16
Pierce County Fair	1960	997	64	1,061						
	1970	707	140	847	- 23	+ 52	-18	12,019	16,655	+ 39
Kenosha County Fair	1960	2,297	208	2,505						
	1970	1,779	251	2,030	- 23	+ 21	-19	34,230	60,318	+ 76
Waukesha County Fair	1960	1,500	471	1,971						
	1970	1,555	221	1,576	- 4	- 11	-20	2,272	Free	
Buffalo County Fair	1960	594	20	614						
	1970	468	16	484	- 21	- 20	-21	Free	Free	
Langlade County Youth Fair	1960	905	92	997						
	1970	704	75	779	- 22	- 18	-22	Free	Free	
Dunn County Junior Fair	1960	981		981						
	1970	768		768	- 22		-22	Free	Free	
LaCrosse Inter-State Fair	1960	712	216	928						
	1970	603	109	712	- 12	- 50	-23	55,853	129480	+132
Superior Tri-State Fair	1960	881	211	1,092						
	1970	650	172	822	- 26	- 18	-25	58,087	60639	+ 4
Rosholt Community Fair	1960	430	137	567						
	1970	425		425	- 1		-25	Free	Free	
Iron County Fair	1960	180	277	457	-					
	1970	155	180	335	- 14	- 35	-27	7,189	20,301	+182
Lafayette County Fair	1960	1,206	157	1,363						
	1970	874	112	986	- 28	- 29	-28	17,947	13,595	- 24

Appendix A.--Continued

		No. of Exhibitors			Percent of Change 1960-1970			Attendance		
		Junior	Open	All	Junior	Open	All	1960	1970	%Change
Waupaca County Fair	1960	1,157	203	1,360						
	1970	832	127	959	-28	- 37	-29	18,707	19,655	+ 5
Richland County Fair	1960	785	112	897						
	1970	463	142	605	-41	+27	-33	7,565	5,125	- 32
Vernon Couty Fair	1960	939	216	1,155						
	1970	610	150	760	-35	-31	-34	11,538	21,614	+ 87
Brown County Fair	1960	1,696	281	1,977						
	1970	1,091	178	1,269	-36	-37	-36	34,800	74,687	+ 115
Lincoln County 4-H Fair	1960	588	496	1,084						
	1970	520	168	688	-12	-66	-37	Free	Free	
Sauk County Fair	1960	1,421	130	1,551						
	1970	806	150	956	-43	+15	-39	10,419	Free	
Central Wisconsin State Fair	1960	1,160	461	1,621						
	1970	691	252	943	-40	-45	-42	101646	113,901	+ 12
Walworth County Fair	1960	2,712	320	3,032						
	1970	1,186	421	1,607	-56	+32	-47	52,848	110,268	+ 109
Oconto County Youth Fair	1960	1,605		1,605	-50					
	1970	804		804	-50		-50	Free	Free	
Jefferson County Fair	1960	2,063	210	2,273						
	1970	988	134	1,122	-52	-36	-51	29,176	33,653	+ 15
Monroe County Fair	1960	969	172	1,141						
	1970	391	142	533	-60	-17	-53	12,500	16,845	+ 35
Crawford County Fair	1960	1,037	96	1,133						
	1970	425	80	505	-59	-17	-55	8,243	Free	
Marquette County Fair	1960	866	56	922						
	1970	312	80	392	-64	+43	-59	5,295	6,320	+ 19
Adams County Fair	1960	1,201	102	1,303						
	1970	434	87	521	-64	-15	-60	8,119	5,156	- 36
Jackson County Fair	1960	1,279	90	1,369						
	1970	431	100	531	-66	+11	-61	13,302	14,553	+ 9
Juneau County Fair	1960	959	102	1,061						
	1970	318	80	398	-67	-22	-62	6,286	7,879	+ 25
Washburn County Fair	1960	940	50	990						
	1970	348	12	360	-63	-76	-64	Free	Free	
Trempealeau County Fair	1960	1,545	37	1,582						
	1970	500	40	540	-68	+ 8	-66	8,621	4,992	- 42

Appendix A.--Continued

		No. of Exhibitors			Percent of Change 1960-1970			Attendance		
		Junior	Open	All	Junior	Open	All	1960	1970	%Change
Kewaunee	1960	1,298	95	1,393						
County Fair	1970	396	66	462	- 69	- 31	-67	15,718	19,400	+ 23
Door	1960	1,597	175	1,772						
County Fair	1970	359	138	497	- 78	- 21	-72	11,503	29,262	+154
Central Burnett	1960	692	73	765						
County Fair	1970	177	38	215	- 74	- 48	-72	1,955	Free	
Pepin County	1960	220	15	235						
Junior Fair	1970	No	Fair					Free	No Fair	
Rhinelander	1960	2,263	288	2,551						
Hodag Fair	1970	No	Fair					16,918	No Fair	

Appendix B.-- Newspaper Coverage of Individual Fairs, County and District Fairs, Wisconsin 1970.

FAIR	PICTURES		STORIES	
	No.	Sq. Inches	No.	Col. Inches
Adams County Fair			36	481
Ashland County Fair	9	95	18	114
Athens Fair			4	36
Barron County Fair	11	218	29	395
Bayfield County Fair	14	372	25	239
Blakes Prairie Ag-Society			4	44
Brown County Fair	47	1,060	31	310
Buffalo County Fair	16	173	31	329
Burnett County Ag-Society	3	60	2	13
Calumet County Fair	15	282	32	358
Central Burnett Fair			5	46
Central Wisconsin State Fair	25	443	9	222
Clark County Fair	6	110	25	252
Columbia County Fair	53	1,363	31	301
Crawford County Fair	41	670	47	335
Dane County Fair	24	640	51	466
Dodge County Fair	33	860	54	590
Dunn County Fair	24	394	24	167
Eau Claire County Fair	7	150	17	141
Elroy Fair	15	272	4	34
Florence County Fair				
Fond du Lac County Fair	24	602	43	504
Forest County Fair			2	19
Grant County Fair	68	842	1	3

Appendix B.--Continued

FAIR	PICTURES		STORIES	
	No.	Sq. Inches	No.	Col. Inches
Green County Fair	68	1,180	49	578
Green Lake County Jr. Free Fair	17	328	36	426
Iowa County Fair	32	637	17	166
Iron County Fair			3	39
Jackson County Fair	7	139	9	121
Jefferson County Fair	71	1,801	114	1,194
Juneau County Fair	11	456	18	189
Kenosha County Fair	90	1,614	53	668
Kewaunee County Fair	17	405	14	233
LaCrosse Interstate Fair	26	403	2	6
Lafayette County Fair	7	179	20	410
Langlade County Fair	8	196	7	45
Lincoln County 4-H Fair	3	48	14	107
Lodi Union Fair	4	51	8	47
Manitowoc County Fair	12	289	31	251
Marquette County Fair	8	188	15	106
Menominee County Fair	3	67		
Milwaukee County 4-H Fair	5	279	3	19
Monroe County Fair	3	130	12	114
Near North Fair	61	1,077	17	77
Northern Wisconsin State Fair	76	923	27	307
Oconto County Youth Fair	18	318	11	66
Outagamie County Fair	19	578	34	265
Ozaukee County Fair	94	1,806	23	288
Pepin County Junior Fair	16	165	5	71

Appendix B.--Continued

FAIR	PICTURES		STORIES	
	No.	Sq. Inches	No.	Col. Inches
Pierce County Fair	1	10	68	262
Polk County Fair	35	741	37	396
Price County Fair	18	181	12	78
Racine County Fair	35	919	46	409
Richland County Fair	5	144	7	87
Rock County 4-H Fair	155	1,954	84	1,158
Rosholt Free Community Fair			2	25
Rusk County Fair			7	60
Sauk County Fair	22	741	21	257
Sawyer County Fair	2	21	4	21
Shawano County Fair	22	665	48	358
Sheboygan County Fair	23	710	22	279
St. Croix County Fair	21	325	22	241
Superior Tri-State Fair	65	425	36	398
Taylor County Youth Fair	17	395	17	151
Trempealeau County Fair	12	108	5	86
Vernon County Fair	18	310	16	130
Vilas County Fair	4	157	11	163
Walworth County Fair	317	7,187	264	2,858
Washburn County Fair	4	42	6	37
Washington County Junior Fair	40	143	45	472
Waukesha County Fair	11	305	22	137
Waupaca County Fair	5	139	19	166
Waushara County Fair	9	202	15	149

Appendix B.--Continued

FAIR	PICTURES No.	PICTURES Sq. Inches	STORIES No.	STORIES Col. Inches
Winnebago County Fair	72	1,325	46	822
Wisconsin Valley Fair	29	741	88	753
TOTAL	2,037	39,723	2,008	21,345

Appendix C.--Newspaper Coverage of Non-State-Supported Fairs, Wisconsin 1970.

Name of the Fair	No. of Papers	No. of Stories	Col. Inches	No. of Pictures	Picture Size
Alto Fair	2	4	55	2	32
Bloomer Community Fair	3	6	35	5	121
Boscobel Farmers Day and Junior Fair	1	2	14		
Butternut Community Fair	1	1	6		
Fennimore Junior Fair	1	1	5	28	371
Gilmanton Community Fair	4	5	26	4	24
Hillsboro Junior Fair	1	1	5	6	98
Mishicot Junior Fair	3	7	92	1	21
Muskego Country Fair	10	12	44	2	65
Osceola Community Fair	1	2	19	3	46
Owen Junior Fair	1	1	7		
Portage County Fair (Amherst)	5	9	99	9	323
Prairie Farm Fair & Dairy Days	3	5	78	6	99
Ridgeland Community Fair	1	2	26		
Sheldon 4H and Community Fair	1	1	9		
Spirit-Hill-Ogema 4-H Fair	10	12	44	2	65
Stoughton Junior Fair	7	9	408	12	145
Turtle Lake Inter-County Fair	4	5	91	15	120
TOTAL		85	1063	95	1530

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The enclosed information may be of interest to you. Additional copies are available on request.

Sincerely,

Donald E. Johnson

Donald E. Johnson
Extension Sociologist

University of Wisconsin . U.S. Department of Agriculture . Wis. Counties Cooperating